

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) DEM. CNG. CMP COMM.  
 Product Issue  
 Estimate# 1503  
 Buyer Kaite Keuleman  
 Phone#  
 Fax#

Agency ( ) GREAT AMERICAN MEDIA  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 11/14/1503  
 Flight Dates 09/18/2012 - 09/24/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$325.00	09/18-09/24	5	1	5	\$1,625.00	
	2	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,500.00	09/18-09/24	4	1	4	\$6,000.00	
	3	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	4	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/22	1	1	1	\$625.00	
	5	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/18-09/24	5	1	5	\$1,000.00	
	6	TU-F,M	9A-10A	TODAY SHOW II	:30	\$750.00	09/18-09/24	3	1	3	\$2,250.00	
	7	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/18-09/24	2	1	2	\$850.00	
	8	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/18-09/24	3	1	3	\$975.00	
	10	TU-F,M	4P-5P	NEWS 4 AT 430P	:30	\$700.00	09/18-09/24	3	1	3	\$2,100.00	
	11	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,000.00	09/18-09/24	3	1	3	\$3,000.00	
	12	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	09/22-09/22	1	1	1	\$650.00	
	14	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/18-09/24	1	1	1	\$1,100.00	
	15	TU-F,M	1230P-1P	AGENDA	:30	\$325.00	09/18-09/24	1	1	1	\$325.00	
	16	TU-F,M	430A-459A	NEWS	:30	\$225.00	09/18-09/24	1	1	1	\$225.00	

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Product Issue	WASHINGTON, DC 20007	Salesperson ( )
Estimate# 1503	Agency C/P1/P2/E 11/14/1503	Salesperson Phone# 215-568-6540
Buyer Katie Keuleman	Flight Dates 09/18/2012 - 09/24/2012	Salesperson FAX# 215-568-1845
Phone#	Hiatus Weeks	
Fax#		

---REPORT TOTALS---  
 Report Totals: 34 / \$21,075.00

---SALES MONTHLY TOTALS---

Sep 12: 34 / \$21,075.00  
 Sales Totals: 34 / \$21,075.00  
 Station Totals: 34 / \$21,075.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$81,058	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	26%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	1%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+

---Agency Comment---  
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
 CASH IN ADVANCE